

UW-Barron County Campus Update to the Barron County Board

Presented by Dr. Dean Yohnk, Campus Dean and CEO – April 2014

UW-BC Student Center Renovation Project

Thanks to the County Board's generous decision to allow the campus to carry over remaining 2013 facilities improvement funding in the amount of approximately \$112,600 the campus is proceeding with the Student Center renovation and revitalization project. We have been working closely with local designers, architects, and contractors in the development of a comprehensive renovation plan. Included in the planning is the creation of new high-tech conference and meeting rooms, the development of a campus bookstore space, lighting and acoustical improvements, and updates to floors, walls, and ceilings. Over \$50,000 in "gently used" wooden dining furniture has been donated to the campus by UW Colleges and UW System for use in the space. We have also written a Capital Equipment Request to the Wisconsin Department of Facilities Development for an additional \$76,080 in funding to enhance technology and equipment in the facility.

Campus Signage and Marketing Project

The campus has received funding from the UW Colleges to assist us in improving DOT signage to help direct people to the campus from HWY 53 and various streets in the city and county. We will be working with city and county officials in the placement and installation of this new directional signage, which will also include directions to WITC. We are also proceeding with an on-campus signage project that will help to welcome visitors to the campus and promote the UW-Barron County mission and brand. The new signs feature our very successful "**There's a U for You**" marketing campaign that is being used in all of our campus materials.



New Student Application Update for Fall 2014

We are happy to report that our current applicant numbers for new and transfer students planning to attend UW-Barron County in the fall of 2014 remain stable and consistent when compared to the past two years. While the vast majority of UW campuses across the state are currently experiencing application declines of between 2% to 14% for the fall, our enrollment has remained stable due to a number of innovative recruitment programs and strategies aimed at attracting students of all ages and backgrounds to the campus.

Area High School Outreach Programs

Our campus admissions and student affairs team members are actively working with area high schools in the county and region to help promote collaborative programs that will provide qualified high school students access to UW-Barron County classes and special events at a fair and reasonable price. In addition, we are meeting with local school administrators, guidance counselors, teachers, and students to discuss the benefits and advantages of starting an exceptional University of Wisconsin education right here at UW-Barron County. As the new campus Dean and CEO, I have already visited a number of area high schools that send us the majority of our students, including: Barron, Cameron, Chetek-Weyerhaeuser, Cumberland, Prairie Farm, Rice Lake, Spooner, and Turtle Lake. Other schools visits are planned in the coming weeks.

New North Cedar Collegiate Academy Partnership

We are pleased to announce that with the support of the UW-Colleges leadership team, we have developed and signed a collaborative educational contract with the newly-created North Cedar Collegiate Academy (NCCA) in Ladysmith on the site of the former Mount Senario College Campus. This private international college boarding school will open in the fall of 2014 and UW-Barron County will be offering our college courses to all qualified juniors and seniors enrolled in NCCA. This unique new academy, the first of its kind in the state and region, will grant qualified graduating seniors a high school diploma from NCCA and a two year associates degree from UW-Barron County. The leadership of NCCA predicts an enrollment of approximately 50 students in the fall of 2014 and as many as 200 students in the fall of 2015. This collaboration promises to provide increased enrollments and more a much more diverse international group of students at UW-Barron County.

New Bachelor of Applied Arts and Sciences Degree Offered for Adult Students

UW-Barron County is one of six UW College campuses that began offering the new Bachelor of Applied Arts and Sciences (BAAS) degree in the fall of 2013. This flexible adult degree completion program is intended for individuals in the area who have completed an associate's degree from UW-Barron County or one of the UW Colleges and wish to complete a self-designed applied bachelor's degree program for educational, personal, and career advancement. We currently have more than a dozen students enrolled in this degree completion program. Beginning in the fall of 2014 we hope to open this BAAS degree option up to students who have graduated with an applied associate's degree from technical colleges, including WITC. This will provide us with yet another way to actively partner in collaborative programming with WITC and other technical colleges.

More Collaborations with UW Comprehensive Four Year Campuses

UW-Barron County continues to work very closely with many UW four year campuses in the region, including UW-Eau Claire, UW-Stout, UW-Superior, and UW-Stevens Point, on collaborative programs and transfer agreements. Our goal is to find efficient and viable ways for UW-Barron County students to complete their associate's degree here on campus and be exceptionally-well prepared to transfer to the four year campus of their choice and complete their bachelor's degree within two years. We currently offer collaborative UW bachelor's degrees in the following areas of study: Business Administration, Communication Arts, Criminal Justice, Elementary Education, Engineering, Exercise Science, Health and Wellness Management, Information Science and Technology, Individualized Major, Political Science and Law, Professional Studies, Psychology, Sociology, and Sustainable Management.

New Paul W. Chase Campus Enhancement Fund Created

We are thrilled to announce that upon the recent retirement of long-time Dean/CEO Paul Chase a new Campus Enhancement Fund has been created as a part of the UW-Barron County Foundation. In the past three months more than \$10,000 has already been contributed to this important new fund that will help us support many campus enhancement initiatives. Individuals who would like to honor Paul with a donation to this fund can send donation to Barb Ritzinger, Director of the UW-Barron County Foundation, at 1800 College Drive in Rice Lake.

**UW-Barron County: Celebrating over 46 years as
Northwestern Wisconsin's UW Campus!**